

CLAIMS

What is claimed is

1 1. A method for automatically recommending textual items stored in a database to
2 a user of a computer-implemented service, the method comprising the steps of
3 storing selections of textual items entered by the user,
4 whenever a new item is added to the database, applying a latent semantic
5 algorithm to the textual items, including the new item, and the stored user selections to
6 establish a conceptual similarity among the textual items, and
7 alerting the user about the new item whenever the conceptual similarity
8 between the new item and stored selections is within a prescribed value with reference to
9 the conceptual similarity.

1 2. The method as recited in claim 1 wherein the step of alerting includes the step
2 of transmitting electronic mail to the user identifying the new item.